



THE FORBES FUNDS

How to Share Your Digital Badges:

Badge Overview:

Sharing the badges that your organization has earned from The Forbes Funds (TFF) is a valid and reputable way of demonstrating the capacity you have built through our programs. Below are guidelines for various ways in which you may display your badges via print, online, social media, and more.

Print and Website:

Badges that are displayed in print media such as; brochures, fliers, one-sheets, advertisements, and more should follow the TFF Brand Identity Standards.

Websites should follow these guidelines, as well as deactivating right-clicking on the webpage this badge will be displayed on.

Overview

The cornerstone of the branding system for The Forbes Funds is the distinctive abstract tree logomark and accompanying signature type. The logo consists of a geometric tree, set within a circular border, with smaller multi-colored circles at the ends of each branch. The type is a customized version of Gotham Medium, an iconic sans-serif font created by noted American type designer Tobias Frere-Jones in 2000. The logo is the most identifiable representation of the organization and every effort must be made to use it consistently in the approved forms.

Logo Suite

Color Family: Whenever possible, the color logo should appear on a white background (see below).



Black & White: Use black & white logo (see below) when a color logo is not accepted or applicable.



Print Minimum Sizes

300 dpi (Resolution)



Digital Minimum Sizes

72 dpi (Resolution)



Reverse Logo Applications: Print & Digital

Use reversed logo, mark or logotype when applicable. Use TFF approved colors for background (see below).



Logo Reversed: Primary Color Palette

Logo Typeface

Gotham is that rarest of designs, a modern font that somehow feels familiar. From the lettering that inspired it, **Gotham** is an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients — a lowercase, italics, and a comprehensive range of weights (8) — enhances these forms' clean lines with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family's wide array of choices. It really is the perfect 'one-stop-shop' font.

The *Forbes Furids* typeface is a customized version of **GOTHAM MEDIUM**. It has two distinct features:

1. ALL CAPS **2.** PMS Cool Gray 5. An iconic sans-serif font created by noted American type designer Tobias Frere-Jones. Typography is an integral part of the identity. Consistent use of the official typeface is essential.

Gotham is the font family to be used on all communications for TFF. The **Gotham** font family consists of eight (8) weights all with a matching *italic*.

- Gotham Thin | *Gotham Thin Italic*
- Gotham Extra Light | *Gotham Extra Light Italic*
- Gotham Light | *Gotham Light Italic*
- Gotham Book | *Gotham Book Italic*
- Gotham Medium | *Gotham Medium Italic*
- Gotham Bold | *Gotham Bold Italic*
- Gotham Black | *Gotham Black Italic*
- Gotham Ultra | *Gotham Ultra Italic*

Logo Guidelines

Clear Spaces: Clear spaces are built into the logo files (regardless of logo size), and the space between the logomark and the logo typeface will remain intact.

Protected Areas: To avoid a crowded look, a protected area around the entire logo should be maintained on all applications. No type, logos or other information should be placed within this area, which is **.25"** or **75px**. This measurement applies to the full logo, the brandmark and also the logo typeface.

The logo, logomark and logotype should always stand on their own, unconnected to any other visual elements (i.e. — rules, boxes etc).

The logo, logomark or logotype should never be stretched, skewed, or angled in any way. Always use approved, supplied artwork for any usage. NEVER recreate the logo or logotype.


Email:

Each email system is slightly different, so here are a few how-to's for the most frequently used one. If you want the image to be a hyperlink that leads to the above suggested membership list, or another website, those have been included as well.

Outlook:

Add a logo or image to your signature

If you have a company logo or an image to add to your signature, use the following steps.

1. Open a new message and then select **Signature > Signatures**.
2. In the **Select signature to edit** box, choose the signature you want to add a logo or image to.
3. Select the Image icon  , locate your image file, and select **Insert**.
4. To resize your image, right-click the image, then choose **Picture**. Select the **Size** tab and use the options to resize your image. To keep the image proportions, make sure to keep the **Lock aspect ratio** checkbox checked.
5. When you're done, select **OK**, then select **OK** again to save the changes to your signature.

Create a hyperlink

Once the image has been added, you can make it clickable and point it to a website via the the Hyperlink function.

- Select the image and click on the Hyperlink icon 



Note: For more information about using images in Signatures, see the guide; [Using images in Signatures](#)

Gmail:

Signature: No signature **Signature**
(appended at the end of all outgoing messages)
[Learn more](#)

Georgia [font settings] [bold] [italic] [underline] [text color] [link] [insert image] [bulleted list] [numbered list] [table] [quote] [undo]

Insert image

Arya Stark
Princess, House Stark
cell. 1-800-NO-PHONES-YET
website. winteriscoming.com

Insert this signature before quoted text in replies and remove the "--" line that precedes it.

You can select an image from your Google Drive, upload a file from your computer, or type the URL of your logo. We recommend uploading a physical file versus using a URL, just in case you encounter any hosting issue or changes in that URL in the future:

Add an image [close]

My Drive **Upload** Web Address (URL)

Drag a file here

Or, if you prefer...

[Select a file from your device](#)

[Select](#) [Cancel](#)

Anyone with the link can access this image.

Set the image to the “small setting”


Use the “Link” option in the text editor menu to make sure all of your links are clickable, like your website and social media profiles:

Signature: No signature
(appended at the end of all outgoing messages)
[Learn more](#)

Signature

Sans Serif | Font size | **B** | *I* | U | A | **Link** | Image | Bulleted list | Numbered list | Indent | Outdent | Quote | Undo

Arya Stark
Princess, House Stark
cell. 1-800-NO-PHONES-YET
website. winteriscoming.com



Insert this signature before quoted text in replies and remove the "--" line that precedes it.

Scroll down to the bottom of the page and click “Save changes.”

reply will be sent
at most once
every 4 days)
[Learn more](#)

< Plain text

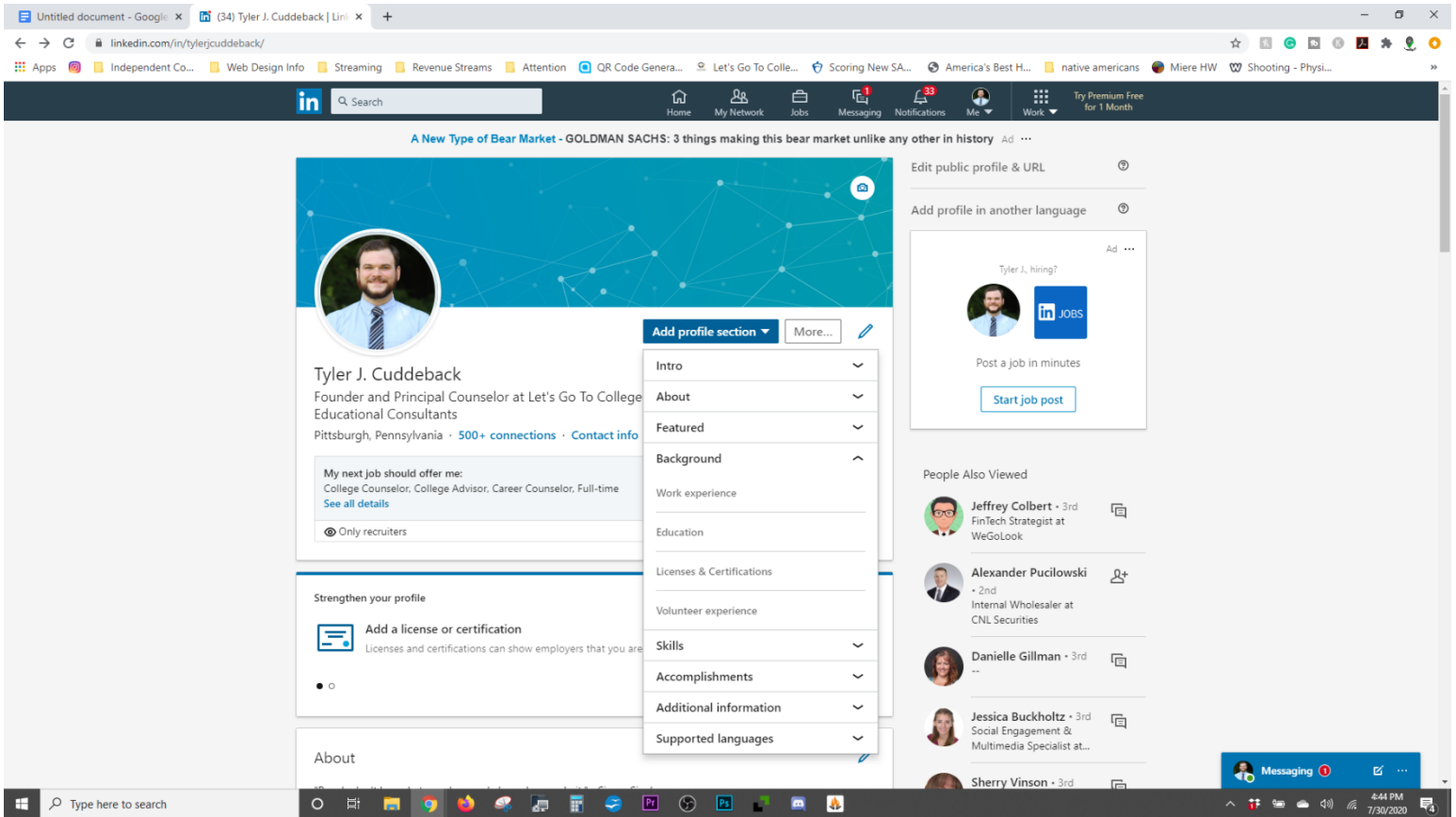
Only send a response to people in my Contacts

Yahoo:

Simply copy and paste the image to the signature

LinkedIn:

Use the Licenses and Certifications Section



This screenshot shows the LinkedIn 'Add licenses & certifications' form. The 'Name' field contains 'Cisco Certified Network Associate Security (CCNA)'. The 'Issuing Organization' dropdown is set to 'Cisco'. There are checkboxes for 'This credential does not expire', 'Issue Date', and 'Expiration Date'. The 'Issue Date' and 'Expiration Date' are both set to 'Month' for the month and 'Year' for the year. There are empty fields for 'Credential ID' and 'Credential URL'. At the bottom, there are 'Save and add another' and 'Save' buttons. The background shows the user's profile for Tyler J. Cuddeback.

This screenshot shows the LinkedIn 'Add licenses & certifications' form. The 'Name' field contains 'Scenario Planning Cohort Silver Badge Summer 2020'. The 'Issuing Organization' dropdown is set to 'The Forbes Fund'. Below the dropdown, two options are visible: 'The Forbes Funds' (Philanthropy) and 'THE SS FORBES TEACHERS FUND' (Investment Management). There are 'Year' dropdown menus for both 'Issue Date' and 'Expiration Date'. There are empty fields for 'Credential ID' and 'Credential URL'. At the bottom, there are 'Save and add another' and 'Save' buttons. The background shows the user's profile for Tyler J. Cuddeback.

The screenshot shows a web browser window with a LinkedIn profile page in the background. A modal window titled "Add licenses & certifications" is open in the foreground. The modal contains the following fields and options:

- Name ***: A text input field containing "Scenario Planning Cohort Silver Badge Summer 2020".
- Issuing Organization ***: A text input field containing "The Forbes Fund".
- Expiration**: A checked checkbox labeled "This credential does not expire". To its right, the text "No Expiration Date" is displayed.
- Issue Date**: Two dropdown menus. The first is set to "July" and the second is set to "2020".
- Credential ID**: An empty text input field.
- Credential URL**: A text input field with the placeholder text "Add Link to online database here".

At the bottom of the modal, there are two buttons: "Save and add another" and "Save". Below the form, a small note reads: "We no longer share changes to licenses & certifications with your network. [Learn how these are shared and when](#)".

The background shows the LinkedIn profile of Tyler J. Cuddeback, with a profile picture and some text visible. The browser's address bar shows the URL "linkedin.com/in/tylerjcu.../edit/certification/new/". The Windows taskbar at the bottom shows the time as 4:47 PM on 7/30/2020.